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## JOB DESCRIPTION

### **Job Title: Chair of the Communications and Marketing Standing Sub-Committee**

#### **Nature and Scope:**

The Chair of the Communications and Marketing Standing Sub-Committee is a volunteer role. The Chair will be a member of the YRFU Committee with the responsibility to ensure effective administration of the affairs of YRFU across the following areas of responsibility Communications, County Sponsorship, PR, Media, Marketing and the County Website.

#### **Responsibilities:**

1. Plan and agree with the Committee objectives for each area of responsibility in your Standing Sub-Committee.
2. Support recruitment of team members to fulfil the required roles in each area of responsibility in your Standing Sub-Committee.
3. Ensure there is clear and effective communication throughout your Standing Sub-Committee.
4. Promote the YRFU brand and ensure the activities of YRFU are clearly understood and communicated.
5. Communicate events throughout the County to outside Media as appropriate including RFU.
6. Actively pursue sponsorship for the County and recommend sponsorship packages to the Committee for approval and acceptance.
7. Ensure there are clear and direct pathways of communication between County and Clubs and vice versa.
8. Advise clubs on outside Communications (local media) ensuring that such communication is appropriate.
9. Liaise and advise YRFU when required on communication with outside media bodies.
10. Use and Monitor Social Media to promote Rugby Union within the CB.
11. Manage the implementation of GMS across clubs and YRFU functions.
12. To ensure that the County Web site is kept up to date and suitable for purpose.



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13. Monitor and advise Clubs on their websites ensuring content is appropriate.
  14. Carry out your responsibilities within budgets set.
  15. Ratify all reports from each area of responsibility in your Standing Sub-Committee in respect of meeting minutes, issues, and any other decisions that need to be discussed and documented.
  16. Submit written reports of the meetings of the Standing Sub-Committee to the Committee of YRFU in the format requested and within 10 working days of the meeting being held.

As the Chair of the Standing Sub-Committee you may only act on matters delegated to you by the Committee or pursuant to the Terms of Reference of your specific Standing Sub-Committee.

## Person Specification

### Qualifications and Experience

- Good chairing skills including planning of meetings, managing debates and widely varied opinions.
- Proven ability to foster a corporate culture that extends from the Committee to Club level.
- Experience and knowledge of the communications and marketing.
- Understanding of, and interest in, the main challenges facing the YRFU for five to ten years ahead.

### Skills and Personal Attributes

- Passion for the game of rugby and grass roots sports development.
- Proven leadership skills: someone who will enthuse and inspire employees and external stakeholders (including volunteers).
- Committed, loyal and highly trustworthy and someone who demonstrates the values of the YRFU.
- Skill and sensitivity in dealing with different sections of the whole game.
- Integrity, good judgment and independence of mind.
- Fairness and even-handedness in dealing with individuals with conflicting views and/or interests and skill in obtaining consensus.
- Computer literate.



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- Strong team player who can effectively communicate, motivate and engage with widely differing individuals/viewpoints.
  - Absence of potential conflicts of interest.
  - The ability and willingness to commit the time to be an effective Chair.

#### **Additional Information**

- Completion of the RFU Volunteer Form will be required for all successful applicants, which includes providing two referees (no relatives) and permission for a DBS check.
- Time Commitment: attendance and preparation for Committee meetings, Standing Sub-Committee meetings and sub-group meetings and other meetings across the districts.

YRFU strive to operate a policy of equal opportunity and does not discriminate on the grounds of race, colour, religion, age, sex, nationality or disability with respect to employment, promotion or training.

**Should you be interested in applying for this role then please email your CV and a short statement (no more than 300 words) outlining “what skills and attributes you will bring to this role” – mail to [cb-honsec-yorks@rfu.com](mailto:cb-honsec-yorks@rfu.com)**

**For further information about this Chair role please contact Barry Breakwell on [Barrybreakwell@btinternet.com](mailto:Barrybreakwell@btinternet.com)**

**Closing date for this role is Friday August 16th 2019**

**Interviews will be scheduled between Mon 26<sup>th</sup> Aug – Friday 6<sup>th</sup> September**